



Information & Communications Technology COUNTY OF TULARE AGENDA ITEM

BOARD OF SUPERVISORS

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AGENDA DATE: June 5, 2012 **REVISED**

Public Hearing Required	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Scheduled Public Hearing w/Clerk	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Published Notice Required	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Advertised Published Notice	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Meet & Confer Required	Yes <input checked="" type="checkbox"/>	N/A <input type="checkbox"/>
Electronic file(s) has been sent	Yes <input checked="" type="checkbox"/>	N/A <input type="checkbox"/>
Budget Transfer (Aud 308) attached	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Personnel Resolution attached	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Agreements are attached and signature line for Chairman is marked with tab(s)/flag(s)	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>

CONTACT PERSON: Megan Potter PHONE: 559-636-4806

SUBJECT: Approve County of Tulare Social Media Policies.

REQUEST(S):

That the Board of Supervisors:

1. Approve County of Tulare Social Media Policies. Subject to meet and confer.

SUMMARY:

The County of Tulare has a business need to augment traditional communication methods with the use of social media channels. This need primarily stems from public demand and the rapid growth of social media use by other local, state and federal government entities as an indication that social media can be used effectively to enhance constituent communications. The use of social media presents opportunity and risk to individual County agencies and departments, as well as the County as a whole. In general, the County supports the use of social media technology to enhance communication, collaboration and information exchange to meet business mission and goals.

Social Media refers to activities that integrate technology, social interaction, and content creation. It allows people to generate, organize, share, edit, and comment on web content by means of blogs, wikis, and web content. Some specific examples include Facebook, Twitter, and YouTube.

The need for policy has been identified in an effort to protect confidential and/or proprietary information, protect the County brand, and protect citizen information. The Information & Communications Technology Department along with the County Administrative Office, Human Resources and Development, and County Counsel

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have developed a group of five policies as they pertain to Social Media and the County of Tulare. These policies will set forth guidelines that will apply to County of Tulare employees for Social Media use as follows:

1. Tulare County Social Media Use Policy establishes countywide social media use policies, protocols and procedures intended to mitigate associated risks from use of this technology where possible.
2. Tulare County Social Media Guidelines Policy sets standards, principles and guidelines for all County of Tulare employees in the performance of their online activities whenever they participate in social media as a representative of Tulare County.
3. Tulare County Social Media Networks and Standards Policy limits Agency/Department social media technology use to County of Tulare approved social media networks and associated site usage standards.
4. Tulare County Social Media Appropriateness of Content Policy provides Agencies/Departments general direction on what the County of Tulare considers appropriate and non-appropriate content for public sharing online.
5. Tulare County Social Media Comment Policy identifies the types of public comment that may be considered inappropriate and subject to deletion from County online discussion sites and informs the public of the County of Tulare terms for participating in County online discussions.

FISCAL IMPACT/FINANCING:

No additional Net County Cost.

LINKAGE TO THE COUNTY OF TULARE STRATEGIC BUSINESS PLAN:

The County's five-year strategic plan includes the Safety and Security Initiative , as well as the Organizational Performance Initiative. The County of Tulare Social Media Policies help to fulfill the Safety and Security Initiative by ensuring that all County employees are protecting confidential/proprietary information. The adoption of these policies also fulfills the Organizational Performance Initiative by providing the public with accessible, high quality information that are timely and responsive.

ADMINISTRATIVE SIGN-OFF:

Peg L. Yeates
Information & Communications Technology Director

Cc: Auditor-Controller
County Counsel

SUBJECT: Approve County of Tulare Social Media Policies.

DATE: June 5, 2012

County Administrative Office (2)
Human Resources & Development

Attachment(s)

Attachment A – Tulare County Social Media Use Policy

Attachment B – Tulare County Social Media Guidelines Policy

Attachment C – Tulare County Social Media Networks and Standards Policy

Attachment D – Tulare County Social Media Appropriateness of Content Policy

Attachment E – Tulare County Social Media Comment Policy

**BEFORE THE BOARD OF SUPERVISORS
COUNTY OF TULARE, STATE OF CALIFORNIA**

IN THE MATTER OF APPROVE COUNTY)
OF TULARE SOCIAL MEDIA POLICIES) Resolution No. _____
) Agreement No. _____
)

UPON MOTION OF SUPERVISOR _____, SECONDED BY
SUPERVISOR _____, THE FOLLOWING WAS ADOPTED BY THE
BOARD OF SUPERVISORS, AT AN OFFICIAL MEETING HELD _____
_____, BY THE FOLLOWING VOTE:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST: JEAN M. ROUSSEAU
COUNTY ADMINISTRATIVE OFFICER/
CLERK, BOARD OF SUPERVISORS

BY: _____
Deputy Clerk

* * * * *

1. Approved the County of Tulare Social Media Policies. Subject to meet and confer.



County of Tulare

Information and Communications Technology Policy and Procedure

Subject: Tulare County Social Media Use Policy	Number:
Approved by:	Draft: 1 Effective: Last Revisions: Revision No:

I. PURPOSE

The County of Tulare has a business need to augment traditional communication methods with the use of social media channels. This need primarily stems from public demand and the rapid growth of social media (aka: Web 2.0) use by other local, state and federal government entities as an indication that social media can be used effectively to enhance constituent communications. The use of social media presents opportunity and risk to individual County agencies and departments, as well as the County as a whole. In general, the County supports the use of social media technology to enhance communication, collaboration and information exchange to meet business mission and goals.

This document establishes countywide social media use policies, protocols and procedures intended to mitigate associated risks from use of this technology where possible. Shall the County change its direction on social media use, this policy will be revised and agency/department social media activity shall be adjusted accordingly.

II. APPLICABILITY

This policy applies to everyone including, but not limited to, County of Tulare employees and approved volunteers, consultants, service providers and contractors performing business on behalf of a County agency/department.

Agencies/Departments using social media technology prior to the implementation of the County's Social Media Use Policy shall achieve full policy compliance within 90 days of the effective date of this document.

III. RESPONSIBILITY

The County's Social Media Policy was approved by the County Board of Supervisors on 06/05/2012.

The County Administrative Officer, or his designee, is responsible for facilitating the County's Social Media Policy in compliance with established Board rules and protocols. This includes responsibility to audit agency/department use of social media and enforce policy compliance.

Not inconsistent with this policy, Department Heads have authority to determine and establish social media activity at the agency/department program level.



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IV. POLICY

1. Agency/Department use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein.
2. An Agency/Department's decision to embrace social media shall be a risk-based business decision approved by the Department Head and supported by a strong business case that considers the Agency/Department's mission and goals, audience, legal risks, technical capabilities and potential benefits.
3. Access to social media networks from within the County's Information & Communications Technology infrastructure is limited to official County business use by Agencies/Departments with sufficient information and technology security controls.
4. Department Heads, or designees, are responsible for determining who is authorized to use social media on behalf of the agency/department, and for designating appropriate access levels.
5. Agencies/Departments shall only utilize County approved social media networks for hosting official County social media sites.
6. County Agency/Department social media sites shall be created and maintained in accordance with County social network usage standards and with identifiable characteristics of an official County site.
7. Agencies/Departments are responsible for establishing and maintaining content posted to their social media sites and shall have measures in effect to prevent inappropriate or technically harmful information and links.
8. The same standards, principles and guidelines that apply to County of Tulare employees in the performance of their assigned duties apply to employee social media technology use.
9. Agency/Department use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure under the California's Public Records Act or required to be retained pursuant to the Government Code.
10. Agency/Department social media sites shall be monitored regularly and prompt corrective action shall be taken when an issue arises that places, or has potential to place, the County at risk.



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V. PROCEDURES

Policy 1 County Social Media Technology Use

Agency/Department use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein.

1.1. Comply with all applicable federal, state, and county laws, regulations and policies including, but may not be limited to, copyright, records retention, California Public Records Act, First Amendment, privacy laws, employment related laws and Information and Communications Technology, Web and Social Media usage policies.

1.2. Be familiar and carry-out social media activity in accordance with the County's Social Media Use Guidelines, where applicable.

1.3. Establish and utilize social media in accordance with the County's Approved Social Media Networks and Usage Standards.

Policy 2 Agency/Department Decision to Embrace Social Media

An agency/department's decision to embrace social media shall be a risk-based business decision approved by the Department Head and supported by a strong business case that considers the agency/department's mission and goals, audience, legal risks, technical capabilities and potential benefits. Agencies/Departments who choose to utilize social media shall:

2.1. Have a strong understanding of the risks associated with using social media in order to make an effective business decision.

2.2. Engage internal Agency/Department ICT, Risk Management and County Counsel Representatives to assess the risks of utilizing a specific County approved social networking site in comparison with the business opportunities expected.

2.3. Establish a well thought out social media strategy.

2.4. Develop and maintain agency/department specific social media policies and procedures. HR and County Counsel shall be consulted to provide advisory on labor impacts.

2.5. Require authorized staff to complete social media security training.



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2.6. Have security controls in place to protect County Information and Communications Technology assets.

2.7. Designate a Social Media Coordinator responsible for overseeing the Agency/Department's social media activity and policy compliance.

Policy 3 Access to Social Media Networks

Access to social media networks from within the County's ICT infrastructure is limited to individuals performing official County business and to agencies/departments with sufficient Information and Communications Technology security controls.

3.1. County computers, laptops and mobile devices used to access social media sites shall have up-to-date software to protect against destructive technical incidents, including but may not be limited to, cyber, virus and spyware/adware attacks.

3.2. County ICT and Agency/Department ICT shall make a diligent effort to provide authorized users access to social media networks from within Agency/Department work sites.

3.3. County hosted websites shall not contain automatic feeds to uncensored social media site content. Prior to approving content for display on County websites, Agencies/Departments shall have monitoring protocols in place to ensure content and links are appropriate and free from harmful technical attacks.

Policy 4 Authorized Use

Department Heads, or designees, are responsible for determining who is authorized to use social media on behalf of the Agency/Department, and for designating appropriate access levels.

4.1. Social media network access shall be limited only to those with a clear business purpose to use the forum.

4.2. Appropriate access levels include identifying what sites the individual is approved to use, as well as defining capability: publish, edit, comment or view only.

4.3. Only Official Spokespersons, Public Information Officers and select individuals shall have permission to create, publish or comment on behalf of a County Agency/Department.

4.4. Authorized users shall be provided a copy of the County's social media policy and are required to acknowledge their understanding and acceptance via wet signature.



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Policy 5 Approved Social Media Networks

Agencies/Departments shall only utilize County approved social media networks for hosting official County social media sites.

5.1. Social media networks under consideration will be reviewed and approved by the County Administrative Office and TCiCT with consultation from County Counsel, HR and Risk Management when appropriate.

5.2. For each approved social media network, usage standards will be developed to optimize government use of the site in correlation with the County's overall business mission and County Social Media Use Policy.

5.3. TCiCT is responsible for maintaining the list of approved social media networks and site related usage standards.

5.4. Social media networks on the approved list shall be reviewed bi-annually for changes to terms of use agreements and/or new/expired offerings.

5.5. An Agency/Department may request review and approval of additional social media networks as needed by submittal to the TCiCT Service Desk.

Policy 6 Official County Social Media Sites

County agency/department social media sites shall be created and maintained in accordance with County social network usage standards and with identifiable characteristics of an official County site.

6.1. All social media network usage standards are accessible from TCiCT.

6.2. County social media network accounts shall be created using an official County email account.

6.3. Sites shall contain visible elements that identify them as an official County of Tulare site. Among other items, this includes displaying official County seals, Agency/Department brands, contact information and a link to Agency/Department websites.

6.4. County social media sites shall display, or provide a link to, the County's social media disclaimer and any applicable Web policies.



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Policy 7 Site Content

Agencies/Departments are responsible for establishing and maintaining content posted to their social media sites and shall have measures in effect to prevent inappropriate or technically harmful information and links.

7.1. As is the case for County of Tulare web sites, agencies/departments are responsible for the content and upkeep of their social media sites.

7.2. County websites shall remain the primary and predominant source for Internet information.

7.3. Social media content shall fully comply with the County's Social Media Appropriateness of Content Policy.

7.4. Information and comments shared through social media channels shall fully comply with Agency/Department Communications Policies and Procedures and shall not disclose confidential or proprietary information.

7.5. Sharing or posting content owned by others shall be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to, quotes, images, documents, links, etc.

7.6. Electronic information posted to a social media site by the County, or a member of the public, may be considered a record subject to California's Public Record Act.

7.7. It is not intended to use social media sites in a way that guarantees the right to protected free speech. Each Agency/Department is responsible for monitoring postings, and taking appropriate action when necessary, to protect general site visitors from inappropriate or technically harmful information and links.

7.8. Sites that allow public comment shall inform visitors of the intended purpose of the site and provide a clear statement of the discussion topic introduced for public comment so that the public is aware of the limited nature of the discussion and that inappropriate posts are subject to removal, including but not limited to the following types of postings regardless of format (text, video, images, links, documents, etc.):

7.8.1. Comments not topically related;

7.8.2. Profane language or content;



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- 7.8.3. Content that promotes, fosters or perpetuates discrimination on the basis of a protected class or characteristic, including but not limited to race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation;
- 7.8.4. Sexual content or links to sexual content;
- 7.8.5. Solicitations of commerce;
- 7.8.6. Conduct or encouragement of illegal activity;
- 7.8.7. Information that may tend to compromise the safety or security of the public or public systems;
- 7.8.8. Content that violates a legal ownership interest of any other party.
- 7.9. Agencies/Departments choosing to establish a blog or allow posts from the public on County social network sites, shall prominently display, or provide a link to, the County's Web Comment Policy.
- 7.10. Agencies/Departments choosing to use public comments shall consult with County Counsel to develop Agency Department-specific disclaimers to meet the County's legal needs. County Counsel may also be consulted to determine whether to remove comments that violate this policy.

Policy 8 User Behavior

The same standards, principles and guidelines that apply to County of Tulare employees in the performance of their assigned duties apply to employee social media technology use.

8.1. County workforce members authorized to use social media technology shall do so only within the scope defined by their respective Agency/Department per Policy 4 of this document and in compliance with all County Workforce, eGovernment and ICT policies, practices and use agreements.

8.2. It is required that social media use be performed within the County's established Social Media Guidelines.

8.3. Authorized social network spokespersons participating in personal social networking discussions related to County business matters shall indicate that viewpoints are personal and may not reflect County opinion.



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8.4. Authorized County social media users shall complete social media security training.

8.5. Workforce members performing County social media work beyond normal work hours shall receive pre-authorization from the Agency/Department.

8.6. Employees shall obey all laws, including but not limited to, the Hatch Act of 1939, when using social media. A violation of any applicable state or federal law or this policy may result in disciplinary action, up to and including dismissal.

Policy 9 Records Management

Agency/Department use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure under the California's Public Records Act or required to be retained pursuant to the Government Code.

9.1. Agencies/Departments are responsible for the creation, administration and deactivation of social media accounts.

9.1.1. Account password information shall not be shared, other than in the log file (see 9.2.1).

9.1.2. Passwords shall conform to County complex password requirements when permissible.

9.1.3. Account password shall promptly be reset when an employee is removed as an account administrator.

9.1.4. All account information, including passwords, will be turned over to the County upon termination/separation from service.

9.2. Agencies/Departments shall maintain a record of social media sites created for County use, including, but may not be limited to:

9.2.1. A log file containing the name of the social media network, account id, password, registered email address, date established, authorizing representative and name of person who created account and agreed to the sites terms of use agreement and/or policy.

9.2.2. A record of the sites usage agreement at the time the site was created and any updated versions.



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9.2.3. A list of authorized site content authors and editors.

9.3. Electronic information posted to a social media site by the County, or a member of the public if permitted, may be considered a record subject to California's Public Record Act.

9.3.1. Any content maintained in a social media format that is related to County business, including a list of subscribers and County or public posted communication, may be a public record. Agencies/Departments shall have procedures in effect to preserve published social media content.

9.3.2. The Agency/Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media.

9.3.3. Site content shall be maintained in accordance with applicable respective Records Retention Schedule and in accordance with TCiCT policies and procedures.

9.3.4. Posts deemed technically harmful or inappropriate per policy 7 shall be promptly documented, saved pursuant to TCiCT policies and procedures regarding record retention and removed.

9.4. Agencies/Departments shall maintain a record of signed social media policy acknowledgement forms for each authorized user.

Policy 10 Site Monitoring

Agency/Department social media sites shall be monitored regularly and prompt corrective action shall be taken when an issue arises that places, or has the potential to place, the County at risk or otherwise harm to the public service.

10.1. Agency/Department social media site administrators shall review site activity and content regularly and consistently for exploitation or misuse.

10.2. Agency/Departments that allow the public to post comments, links or material directly onto their social media sites shall have an established process, including technical capability outside of the County's network, to verify that postings meet the rules established under policy 7 of this document. Posts deemed technically harmful or inappropriate shall be handled per procedure

10.3. Agencies/Departments choosing to use public comments shall consult with County Counsel to develop Agency/Department-specific disclaimers to meet the County's legal needs. County Counsel may also be consulted to determine whether to remove comments that violate this policy.



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10.4. Perceived or known compromises to the County's internal network shall be promptly reported to TCiCT Department Head or Designee.

VI. DEFINITIONS

Social Media and Web 2.0 - The U.S. Government defines social media and Web 2.0 as umbrella terms that define the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or collaborations of individuals can create web content, organize content, edit or comment on content, combine content, and share content. Social media and Web 2.0 uses many technologies and forms, including RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mashups, widgets, virtual worlds, micro-blogs, and more. Not all forms of social media may be appropriate for use by County agencies and departments.

Official County Email Account – Email account provided by an Agency/Department mail system or approved external mailbox that is used for official County business.

Approved County Social Networking Site – Refers to social networks that Tulare County Information & Communications Technology has assessed and approved for use by County Agencies and Departments.

Revision History:

Revision No.	Revision Date	Author	Description



County of Tulare

Information and Communications Technology Policy and Procedure

Subject: Tulare County Social Media Guidelines Policy	Number:
Approved by:	Draft: 1 Effective: Last Revisions: Revision No:

I. PURPOSE

The same standards, principles and guidelines that apply to County of Tulare employees in the performance of their assigned duties apply to our online activities. The County has an expectation that all employees will exercise personal responsibility whenever they participate in social media as a representative of the County and recognizes that the proper use of social media is another important tool available to improve communications with the public.

The following guidelines have been developed in conjunction with the County's Social Media Use Policy.

II. GUIDELINES

1. Your social media involvement should add value to your Agency/Department
 - Value can be measured in many ways; furthering the accomplishment of your Agency/Departmental mission, helping to improve the public knowledge of County services, building a sense of community, and/or solve a problem.
 - A social media application should not be used unless it serves a business purpose, comes from a trusted source and has been reviewed and approved for use. See Tulare County Social Media Networks & Standards Policy.
2. Social media usage should support, not replace, the information found on County, Agency and Department websites
 - Content posted to social media sites should also be available on the County website and/or on Agency/Department websites.
 - Content posted to social media sites should contain links directing users back to the primary County websites for in-depth information, forms, related documents or online services designed to facilitate business with the County.



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3. Proper representation is a requirement

- While you are posting information to a social media site in your role with the County of Tulare and as part of your designated job responsibilities, you should identify yourself in an appropriate manner as a County representative.

4. Be thoughtful in how you present yourself online

- As a representative of a County Agency/Department, you and the County will be judged by your words.
- Posts should use proper grammar and standard Associated Press style whenever possible, minimizing the use of jargon and acronyms that may not be widely understood by the public.

5. Be cautious about not disclosing confidential or proprietary information

- Do not identify a partner or supplier by name or provide information that might be proprietary in nature without their knowledge and/or permission.

6. Show respect for others

- Respect the privacy of others and carefully consider the discussion of any topics that might be objectionable or inflammatory.

7. Make sure what you say is factually correct

- If you are not certain of the accuracy of information, take all steps possible to check the facts before the information is published.

8. Acknowledge your mistakes

- Timely correction of errors or inaccurate information is essential.

9. Exercise discipline

- Your online activities should not interfere with your job or your commitments to the public and your co-workers.

III. RELATED REFERENCES

1. Tulare County Social Media Use Policy
2. Tulare County Social Media Appropriateness of Content Policy



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Revision History:

Revision No.	Revision Date	Author	Description



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Subject: Tulare County Social Media Networks and Standards Policy	Number:
Approved by:	Draft: 1 Effective: Last Revisions: Revision No:

I. PURPOSE

Per the County's social media use policy, Agency/Department social media technology use is limited to County approved social media networks and associated site usage standards. This document contains the list of County approved social media networks and identifies associated usage standards per network.

Shall a previously approved social media network no longer qualify as a County approved network, qualification will be withdrawn accordingly.

II. APPROVED SOCIAL MEDIA NETWORKS

Table 1.0 contains a list of County approved/denied social media networks that Agencies/Departments may choose to utilize. Additional social media networks will be considered upon request by Agency/Department. New requests shall be sent to the Tulare County Information and Communications Technology (TCiCT) Department Director. Upon receipt, requests will be assessed by the County Administrative Office (CAO) and TCiCT Director for approval. This document will be updated to reflect new or removed networks as needed.



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Table 1.0 County Approved/Denied Social Media Networks

##	Name of Social Network	URL	Risk Assmn't Date	Appr'd/Denied	Date Rescinded (if applicable)
1.	Facebook	www.facebook.com	03/15/2012	Approve	
2.	Twitter	www.twitter.com	03/15/2012	Approve	
3.	YouTube	www.youtube.com	03/15/2012	Approve	
4.	Blogger	www.blogger.com	03/15/2012	Deny	
5.	Flickr	www.flickr.com	03/15/2012	Approve	
6.	LinkedIn	www.linkedin.com	03/15/2012	Deny	
7.	FourSquare	www.foursquare.com	03/15/2012	Deny	
8.	WordPress	www.wordpress.com	03/15/2012	Deny	
9	Google +	www.plus.google.com	03/15/2012	Approve	

III. NETWORK REVIEW AND APPROVAL PROCESS

A consistent rating matrix is used to review and rate an individual social networking site's potential risk to the County. Social networks with a rating of 50% or greater are deemed acceptable for County of Tulare use and are added to the County's Approved Social Media Network List.

IV. USAGE STANDARDS

The following standards, pre-approved social network, have been defined in conjunction with the County's Social Media Use Policies and Guidelines. Options that have not been defined are at the discretion of the Agency/Department. Since non-County owned social network capabilities may change without notice at anytime, standard items listed within this document may become out dated. Shall an item become out dated; Agencies/Departments shall maintain sites that uphold the intent and requirements of the County's Social Media Policy. New or obsolete options shall be reported to the TCiCT Service Desk by phone, 636-4848 or by email, TCiCTServiceDesk@co.tulare.ca.us.



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1. Facebook

Facebook is a social networking site commonly used in government to promote activities, programs, projects and events.

Facebook Usage Standards

Standard Item	Standard Setting
1. Account Name	When possible, user name shall begin with "TC" followed by Agency/Department/ Program name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "TCJWA", "TCPublicLibraries", "TCProbation", "AlertTC".
2. Account Password	Shall conform to the County's complex password requirements.
3. Email	Shall use an email account created by an Agency/Department mail system or approved external mailbox that is used for Official County business, solely for administration of social media accounts and activity. Example: TCProbationSocialMedia@co.tulare.ca.us.
4. Type of Page	Facebook accounts shall be set up as "Pages", not "Profiles", to allow for greater visibility, customization and measurability.
5. Description Type	Facebook accounts shall have a description type of Government Organization.
6. Wall Logo/Banner	Official County Seal or Agency/Department/Program/Campaign Logo
7. Who We Are	Shall display info about the County or Agency/Department mission on Wall Page that informs the public of the topic and intent of the site.
8. Disclaimer	Shall prominently display (or link to) County social media disclaimer
9. Comments	Comments in general should be turned off. If permitted, the Facebook Wall should display a comment policy box with the County's official comment policy—OR partial comment policy with link to full policy.
10. Profile Information	Shall NOT contain any profile information such as gender, religion, views, relationship status, political influence, etc.
11. Info Page	Shall contain a link to an official County website or promotional campaign site.
12. Applications	Shall only use Facebook provided, or County developed, applications.
13. Tags	Shall NOT allow tags.
14. Fans Permission	Shall not allow Fans to post video.



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2. Twitter

Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, agencies/Departments communicate information directly to their Twitter followers.

Twitter Usage Standards

Standard Item	Standard Setting
1. Tweets	Tweets shall be relevant, timely and informative with the intention of assisting the Agency/Department to fulfill its mission.
2. Account Name	When possible, user name shall begin with "TC" followed by Agency/Department/ Program name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "TCJWA", "TCPublicLibraries", "TCProbation", "AlertTC".
3. User Name	User name shall be the same as the Account Name (item#2).
4. Account Password	Shall conform to the County's complex password requirements.
5. Email	Shall use an email account created by an Agency/Department mail system or approved external mailbox that is used for Official County business, solely for administration of social media accounts and activity. Example: TCProbationSocialMedia@co.tulare.ca.us.
6. More Info URL	Shall link to an official County website or program campaign.
7. Twitter Bio and/or background image	Bio shall include the following references: <ul style="list-style-type: none">• County of Tulare (Department Name)• "List of followers may be subject to California's Public Records Act" "View County's Social Media Disclaimer for use of this site (link to www. tcgov. com/social%20media%20disclaimer)"
8. Location	Tulare County, CA
9. Picture	Official County Seal or/Agency/Department/Program/Campaign Logo
10. New Follower Emails	Shall be setup to send an email of new followers so that subscriber information can be retained.
11. Direct Text Emails	Shall be setup to receive an email when direct texts are sent to the Twitter account so that this information can be retained.
12. Following	Shall use discretion on whom to follow. As a general rule, should only follow entities that contribute to County business value.



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3. YouTube

YouTube is a popular social networking website that allows anyone to upload, view and share short videos. Government entities use YouTube to publish government related educational videos, and to publicize strategic and operational matters that are of interest to the public.

You Tube Usage Standards

Standard Item	Standard Setting
1. Username	When possible, user name shall begin with "TC" followed by Agency/Department/ Program name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "TCJWA", "TCPublicLibraries", "TCProbation", "AlertTC".
2. Account Password	Shall conform to the County's complex password requirements.
3. Email	Shall use an email account created by an Agency/Department mail system or approved external mailbox that is used for Official County business, solely for administration of social media accounts and activity. Example: TCProbationSocialMedia@co.tulare.ca.us.
4. YouTube URL	A YouTube URL shall be assigned so that visitors may link directly to the Department's YouTube Channel, bypassing YouTube Home page advertisement. YouTube does not assign this by default; it must be set. URL name shall identify County Department. Example: www.youtube.com/TCPublicLibraries.
5. Channel Name	Channel name shall clearly identify Department Name and its affiliation with the County of Tulare in California. Example: TCPublicLibraries, CountyofTulare, Calif.
6. Channel Picture	Official County Seal or Agency/Department/Program/Campaign Logo
7. Channel Type	Shall be set to "YouTuber".
8. Channel Tags	In addition to Agency/Department specific tags, standard Tulare county tags suggested are: CountyofTulare, TulareCounty, TCGOV.
9. Profile Name	At minimum, shall include Agency/Department's full name. Example: TCPublicLibraries
10. Profile Website	Shall link to official Agency/Department or campaign website.
11. Profile Description(About)	County description of Agency/Department program.



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Standard Item	Standard Setting
12. Channel Description (Site Disclaimer and/or Comment Policy)	Description shall include applicable legal references: "The County of Tulare welcomes you, please read our Site Disclaimer and Comment Policy (display or link to). The purpose of this channel is to present information relevant to the stated purpose of this site, regarding matters of public interest in the County of Tulare, including its many residents, businesses and visitors.
13. Gender	Set to Null (is required during initial account setup, but can be turned off from visitor display under the profile section).
14. Relationship Status	Set to Null
15. Age	Do not display
16. Hometown	Tulare County, California
17. Occupation	Local Government
18. Notifications from YouTube	For site monitoring and records management purposes, YouTube shall be setup to routinely inform Departments of their Sites activity and YouTube Network changes. <input type="checkbox"/> Configure account to receive immediate notification of site activity.
19. Custom Home pages and Activity Sharing	In general, site information shall be limited to government or program related links, comments and sharing in compliance with the County's Appropriateness of Content policy.
20. Mobile Setup	Mobile id shall be shared conservatively and shall be promptly reset when a YouTube mobile author leaves the Department.
21. Comments	Comments shall be allowed on a per video basis and shall require approval by Social Media Coordinator(s) before posting.

4. Blogger

Blogger is a free blog service from Google used by individuals and businesses to create, publish and maintain one-way or bi-directional blog sites. TCiCT's approved blogging and web content application is Mura. Mura should be used instead of Blogger.

5. Flickr

Flickr is an online photo and video sharing website. Government entities use Flickr because it provides free or low-cost storage capacity for sharing photos.



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Flickr Usage Standards

Standard Item	Standard Setting
1. Username	When possible, user name shall begin with "TC" followed by Agency/Department/ Program name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "TCJWA", "TCPublicLibraries", "TCProbation", "AlertTC".
2. Account Password	Shall conform to the County's complex password requirements.
3. Email	Shall use an email account created by an Agency/Department mail system or approved external mailbox that is used for Official County business, solely for administration of social media accounts and activity. Example: TCProbationSocialMedia@co.tulare.ca.us.
4. Flickr URL	A Flickr URL shall be assigned so that visitors may link directly to the Department's Flickr site, bypassing Flickr Homepage advertisement. URL name shall identify County Department. Example: www.flickr.com/photos/tcpubliclibraries
5. Screen Name	Example: TC Public Libraries, County of Tulare, Calif
6. Buddy Icon	Official County Seal or Agency/Department/Program/Campaign Logo
7. Homepage URL	Shall link to official Agency/Department or campaign website.
8. Profile Description	County description of Agency/Department program.
9. Gender	Rather not say
10. Hometown	Tulare County, California
11. Occupation	Local Government
12. Privacy Settings (Comments, Tags, Notes)	Who Can Add Comments? Since Flickr doesn't permit moderated comments, by default, comments shall be turned off and only set on a per photo basis. Who Can Add Notes, Tags and People? Shall be set to "Only You" .
13. Comments by Photo	By default, per#12above, Comments shall be disabled. Comments can be activated on a per photo basis. Upon activation, a link to the County's Comment Policy shall be prominently displayed under the photo description. Additionally, Department's that allow comments on a per photo basis shall provide a link at the bottom of the photo description to the County's Comment Policy. "The County of Tulare welcomes your comments, prior to commenting, please read the County's Comment Policy."
14. Flickr Notifications	Set account to receive an email immediately when someone leaves a comment or performs some other traceable account activity.
15. Photo License	Check with County Counsel if you are not sure which License option to select.



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Standard Item	Standard Setting
16. Upload by Email	Access to post through email shall be granted conservatively. Access shall be promptly reset or adjusted when an author leaves the Department.

6. LinkedIn

LinkedIn is a Professional Network of people and businesses. It is a good resource for individuals to use as a Professional network. It is recommended that Departments use the Tulare County LinkedIn page to promote their information. It can be located at: <http://www.linkedin.com/company/county-of-tulare> .

7. FourSquare

FourSquare is a social network based around businesses and offers from those businesses. Users post their location and can find the location of their friends. A user can also search the area for businesses and offers from businesses. County of Tulare will not use FourSquare at this time.

8. Wordpress

Wordpress is a free blog service used by individuals and businesses to create, publish and maintain one-way or bi-directional blog sites. TCiCT's approved blogging and web content application is Mura. Mura should be used instead of Wordpress.

9. Google +

Google + is a social networking site commonly used in government to promote activities, programs, projects and events.



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Google + Usage Standards

Standard Item	Standard Setting
1. Account Name	When possible, user name shall begin with "TC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "TCJWA", "TCPublicLibraries", "TCProbation", "AlertTC". Sign up for a Google account using your county e-mail address. http://www.google.com/+business/
2. Account Password	Shall conform to the County's complex password requirements.
3. Email	Shall use an email account created by an Agency/Department mail system or approved external mailbox that is used for Official County business, solely for administration of social media accounts and activity. Example: TCProbationSocialMedia@co.tulare.ca.us.
4. Type of Page	Google + accounts shall be set up as "Pages" to allow for greater visibility, customization and measurability. Select Government.
5. Description Type	Google + accounts shall have a description type of Government and Department.
6. Wall Logo/Banner	Shall prominently display Tulare County's official seal or Agency/Department/Program/ Campaign Logo.
7. Who We Are	Shall display info about the County or Agency/Department mission on Wall Page that informs the public of the topic and intent of the site.
8. Disclaimer	Shall prominently display (or link to) County social media disclaimer.
9. Comments	Comments in general should be turned off. If permitted, the Google + Wall should display a comment policy box with the County's official comment policy—OR partial comment policy with link to full policy. Notification and Comments should be set to Only You.
10. Profile Information	Shall NOT contain any profile information such as gender, religion, views, relationship status, political influence, etc.
11. Info Page	Shall contain a link to an official County website or promotional campaign site.
12. Applications	Shall only use Google + provided, or County developed, applications.
13. Tags	Shall NOT allow tags.
14. Fans Permission	Shall not allow Circles to post video.



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Revision History:

Revision No.	Revision Date	Author	Description



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Subject: Tulare County Social Media Appropriateness of Content Policy	Number:
Approved by:	Draft: 1 Effective: Last Revisions: Revision No:

I. PURPOSE

The County of Tulare provides a significant amount of information to the public by way of electronic means. This may include information and resource material provided in multiple electronic formats via County websites, portals, social media sites and mass email blast. As a government agency, the County consistently strives to present itself professionally and in a manner that is suitable to its diverse audience. The purpose of this policy is to provide County Agencies/Departments general direction on what the County considers appropriate and non-appropriate content for public sharing online.

II. APPLICABILITY

This policy applies to all electronic content hosted online, or disseminated electronically, for public view by any County of Tulare workforce member. Applicable electronic formats may include, but may not be limited to, text, comments, video, audio, graphics, images, documents, hyperlinks, etc.

III. RESPONSIBILITY

County Agencies/Departments that provide information to the public via electronic format are responsible for ensuring electronic content conforms and is managed in compliance with this policy. Agencies/Departments may develop additional department procedures, within policy compliance, as deemed business appropriate.

IV. POLICY

1. County content available through an online source shall:
 - 1.1 Be deemed of value, useful and appropriate for the general public;



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- 1.2 Shall use proper grammar and standard Associated Press style whenever possible, avoiding the use of jargon and acronyms that may not be widely understood by the public;
 - 1.3 Be factual and properly vetted;
 - 1.4 Be approved by the Agency/Department content approver.
2. County content available through an online source **shall not** contain, or hyperlink (link) to, information that:
 - 2.1 Threatens, condescends, or degrades any group belonging to a particular race, color, religion, national origin, sex, creed, political affiliation, ancestry, marital status, age, or disability;
 - 2.2 Is profane, vulgar, obscene, or sexually explicit;
 - 2.3 Promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation;
 - 2.4 Can be classified as confidential, private or proprietary, or can be classified as personal health information under the Health Insurance Portability and Accountability Act (HIPAA);
 - 2.5 May infringe on a third party's copyright or intellectual property rights;
 - 2.6 Contains a solicitation of commerce;
 - 2.7 Contains paid advertisements or endorsements, with the exception of a County contracted business lessee;
 - 2.8 Contains plagiarized material;
 - 2.9 May be illegal or encourages illegal activity;
 - 2.10 May compromise the safety or security of the public or public systems.
3. Content shall not knowingly violate an authorized provider term of service for allowed usage.
4. Content mistakenly published with errors or misrepresentations shall be corrected in a timely manner.

V. RELATED REFERENCES

1. Tulare County Social Media Networks and Standards Policy
2. Tulare County Social Media Use Policy



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VI. DEFINITIONS

Content – means and refers to any and all content, media and material submitted, posted, or published to an online source that is accessible by the public. This includes, but may not be limited to still photographs, writings, documents, spoken statements, music, audio, video, video recordings, slides, portraits, caricatures and graphics.

Hyperlink – a hyperlink (or link) is a reference to a webpage, website, document or content that the reader can directly follow, or that is followed automatically. The reference points to content in its entirety or to a specific element within the content.

Mass Email Blast – refers to the use of an email-based delivery system to disseminate information to the public electronically in mass distribution such as a newsletter subscriber group.

Revision History:

Revision No.	Revision Date	Author	Description



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Subject: Tulare County Social Media Comment Policy	Number:
Approved by:	Draft: 1 Effective: Last Revisions: Revision No:

I. PURPOSE

The purpose of the Tulare County Social Media Comment Policy is to make the public aware of the County's terms for participating in County online discussions and to establish policy which identifies the types of public comment that maybe considered inappropriate and subject to deletion from County online discussion sites.

II. APPLICABILITY

This policy applies to all County of Tulare online sites that permit public comment, including but may not be limited to: websites, portals, blogs and social networking sites.

III. RESPONSIBILITY

Agencies/Departments that establish/administer online discussions are responsible for ensuring policy compliance.



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IV. POLICY

1. County Agency/Department Online Sites that permit public comment (websites, portals, blogs, county established social network sites, etc.) shall prominently display the County's Comment Policy on each online page that displays discussion content.
2. When possible, online discussions shall be moderated by a designated moderator, appointed to the purpose of the discussion forum.
3. Comment postings that do not comply with the County's Comment Policy shall be rejected when received via a moderated online discussion, and promptly removed from public view, when received via a non-moderated discussion. This includes, but is not limited to, statements, links, video, images, documents, etc.
4. The County's Official Online Comment Policy is:

COMMENT POLICY:

The County of Tulare welcomes you and your comments.

The purpose of this discussion is to present information relevant to the stated purpose of this site, regarding matters of public interest in the County of Tulare, including its many residents, businesses and visitors. We encourage you to submit your comments, but please note this is a moderated online discussion site and not a public forum.

Please note that the comments expressed on this site do not necessarily reflect the opinions or positions of the County of Tulare, its officers, agents, affiliates, or employees. If you have any questions concerning the operation of this online moderated discussion site, please contact us at 559-636-4848 or TCiCTServiceDesk@co.tulare.ca.us.

By posting anything to this site, you agree to the following terms:

- Users will treat others with respect.
- Users warrant that they own or have permission to post the information contained in their postings, including but not limited to video, photos, or digital reproductions and that no copyright or trademark infringement has taken place due to posting it on this site. Further, the County of Tulare does not guarantee or warrant that any information posted by users on this site is correct, and disclaims any liability whatsoever for any loss or damage resulting from reliance on any such information.



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- Users of this site do not retain any rights over their postings. Postings are intended for public view and any personal information posted constitutes a waiver of any rights to privacy or confidentiality.
- Once posted, the County of Tulare reserves the right to delete submissions that contain vulgar language, personal attacks of any kind, or offensive comments that target or disparage any race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability, sexual orientation or content otherwise deemed inappropriate. Further, the County of Tulare also reserves the right to delete comments that are: (i) spam or include links to other sites; (ii) clearly off topic; (iii) advocate illegal activity; (iv) promote particular services, products, or political organizations; or (v) infringe on copyrights or trademarks and violators may be blocked.

V. RELATED REFERENCES

1. Tulare County Social Media Use Policy
2. Tulare County Social Media Appropriateness of Content Policy
3. Tulare County Social Media Networks and Standards Series

Revision History:

Revision No.	Revision Date	Author	Description